**Choices made in terms of design:**

* Opted for a clean and intuitive design to ensure that users can easily understand the pricing structure.
* Chose a colour scheme that aligns with the overall branding, using colours to highlight key elements like pricing tiers and features.
* Established a clear visual hierarchy to emphasize important information, such as the recommended plan or highlighted features.
* Ensured responsiveness across different devices to provide a consistent and enjoyable user experience on desktops, tablets, and smartphones.
* Selected readable and consistent fonts for better legibility, ensuring that the text is easy to understand.

**Choices made in terms of features:**

* Implemented a tiered pricing structure with clear distinctions between plans, catering to different user needs.
* Provided detailed information about what is included in each plan, such as the number of users, MAUs, and additional features.
* Placed prominent subscription buttons for each plan, encouraging users to take action and subscribe to a specific plan.
* Included customization options, allowing users to get value in different currencies based on their specific requirements.

**Challenges Encountered:**

* Ensuring that the pricing page looks and functions well on various screen sizes and devices can be challenging. Testing and tweaking were essential to address responsiveness issues.
* Balancing the presentation of detailed information without overwhelming the user can be challenging. Clear communication and concise content were critical to address this challenge.
* Implementing features such as interactive elements or dynamic pricing calculations can impact page loading times. Efforts were made to optimize performance and reduce loading times.
* Ensuring consistent performance and appearance across different web browsers can be challenging. Testing on multiple browsers and resolving compatibility issues was necessary.